

Missouri Training and Employment Council ? PO Box 1087 ? Jefferson City, MO 65102-1087

Full Council Meeting Minutes

June 25, 2004

8:30 – 3:30

Business & Technology College

6899 Executive Dr.

Kansas City, MO

Attendees: Miguel Meneses, Cheryl Thruston, Jim Dickerson, Debbie Vandevender, Nancy Headrick, John Wittstruck, Denise Cross, Wayne Giles, John Gaal, Jerald Pelker, Lew Chartock, Amber Boykins, Mary Moore Johnson, Herb Johnson, Tony Myers, Robert Honan, J.C. Caudle, Marie Young, Ajamu Webster, Bill Treece Ron Randen, Jane Boyle, Bob Wilson, Steve Kraus, Roger Baugher, Becky Steele, Sandy Liechti, Dixie Henderson, Carolyn Caudle, Alex Stanley, David Peters, Timothy Smith, David Mitchem, David Heath, Glenda Terrill, Franciena King, Mary McKinney

Before the meeting began Dr. Wayne Giles, our host, welcomed everyone to Kansas City and the Metropolitan Community College.

Chair David Heath opened the meeting with introductions of members, staff and guests.

Minutes

Jim Dickerson moved to approve the minutes of April 2, 2004. John Wittstruck 2nd. Minutes approved.

Legislative Update

Nancy Headrick/Bob Wilson

Dr. Headrick: The US House and the Senate both have had meetings on WIA and Perkins. At this time there is by-partisan support in both the House and the Senate for technical education. However, the focus seems to be on Perkins. Current wording would reduce the administrative dollars from 5% to 2%, which Missouri uses to support part-time staff. The state would lose around \$750,000.00. There is also discussion of integrating continuing academic and technical education. They want to move what we use for tech prep dollars to the basic grant, which is fine. We continue to need grants that will be awarded to consortiums based on a formula. If nothing is done by the end of July it probably will not be reauthorized until after the election.

Bob Wilson: WIA is in a stalemate. We haven't seen any movement on it for some time. My personal opinion is that we're not going to see anything before the election. An extension would keep the program operational until the House and Senate work on it again next year.

Advanced Manufacturing

Phyllis Eisen/ Paul Scianna

Phyllis Eisen: The National Association of Advanced Manufacturing (NAAM) is the largest industrial trade association in this country. If you make it we represent it. We represent you on Capitol Hill, and we have a

deep and wide structure of state and local affiliates. We're almost 110 years old. About ten years ago we decided our top agenda item had to be preparing a pipeline for the future. Manufacturing is the engine that drives the economy. Despite that we fight everyday the battle of ideas in this country that manufacturing is no longer a national priority. Bad tax policies at the national and state levels are the enemy of manufacturing. We're looking for a tax structure that support innovation, new ideas, creativity and new jobs - rather than punish it. Advanced manufacturing also requires good energy sources and a thoughtful energy policy. Research and development tax credits are also needed. Another issue is the number of small and medium sized businesses that are being run out of business by extraordinary healthcare costs. Most important we are working on the negative attitude regarding manufacturing. We're not a priority with most of the American public. They don't see a connection between the growth of our economy and the growth of manufacturing. We've decided to change that. We have a very clear agenda at NAAM:

1. Create a level playing field in trade,
2. Create tax policy that is favorable to making things in America
3. Continue research and development
4. Create a skilled workforce.

We've begun a national campaign to promote manufacturing, its values, its importance to the nation and the careers and skills that go with it. We are attempting to get people excited about acquiring new skills and good jobs. We dream that policy makers will understand and put the necessary funds into our community colleges and our technical schools. I will now let Paul Scianna, director of Alliance for Innovation in Manufacturing, tell what is happening in your great state.

Paul Scianna: If a young person came to you and said, "I'm considering a career in manufacturing," what would your response be? We are trying to promote today's manufacturing and by 2010 we want manufacturing to be a preferred career choice. The average salary in manufacturing is \$50,000 nationally. There is no other sector in our economy that offers more benefits. It's not a dark, dirty, dangerous factory. It's pretty high tech stuff and it's challenging. We have nearly seven million people in the United States working for manufacturers. The national launch of this campaign will be here in the Kansas City region. Our primary target groups will be the 18-26 year-old market, as well as teachers and parents. The training and education component of this campaign is going to be huge. We really need to begin to address the skills gap that exists and that's where you all come in.

There was a lengthy discussion.

Mary Moore Johnson: I would like to invite you to help us. We have several recommendations in MTEC's report on the State of Missouri's Workforce, two of which comes to my mind: 1) skill development through continuing adult education; and 2) just-in-time standards. I would like to invite your organization to join with us to endorse what we are trying to do as well. My question is would it be possible for someone from MTEC to present our recommendations to your organization and invite you to endorse them?

Phyllis Eisen: Certainly.

MTEC Team Building

David Heath

David Heath: The report on the State of Missouri's Workforce is one of the tools MTEC is utilizing to have a positive influence on the workforce investment system. In an effort to broaden participation in communicating and implementing the recommendation found in the report, MTEC members will be asked to identify

organizations that they might approach to request endorsement of the recommendations found in the report. In addition, MTEC Committees will be asked what actions each can take to further communication and implementation of the recommendations.

What I'd like to do over the next few minutes is take some time to discuss what it means to be a MTEC member. Hopefully, we've worked together long enough as a group that we can freely express our opinions without fear of retribution. Over the last few years we've focused on workforce policy issues. The role has changed to promoting best practices through the development and implementation of policies, plans and standards. We believe that the Council is at a critical juncture in its history. If we're going to be meaningful and exercise any kind of reasonable leverage in workforce policy debate we have some tasks regarding implementation that are very critical to our success. As you know over the last year Council members have been asked to take on a much more active public role as advocates of the state of the workforce report and its recommendations. The two primary ways we've reached out are through personal contacts and public presentations encouraging organizations with which we have influence to formally endorse the recommendations in the report and through committee actions to implement plans that promote timely achievements of the reports' recommendations. Assuming Council members are comfortable with this evolving role, we're going to continue and increase the push in these two areas.

David Mitchem: We have several members who have been quite active but if we're going to have success we need all the council members to take on some role as well as advocacy.

John Gaal: Are you looking for us to come forward and say "yes, we're willing to get on board and start participating in some of the presentations that need to be made?"

David Heath: Yes.

John Gaal: I think there is probably a bit of resistance from jumping out there and doing something like this because this is a sixty plus page report. The bottom line is when you get before a group of 45 plus people some of whom aren't your friends you're going to have to be pretty quick on your feet. You would probably be better off doing this as a team rather than as individuals because if you don't have answers, maybe the other person does. It's probably better for us as Council members to be in the forefront. I don't think you're going to get the level of comfort without a training session.

Rob Honan: I think it would be a great idea during the legislative session for David and David to actually go to the capitol and talk to the legislators about the State of Missouri's Workforce. Sometimes you can catch them in the hall. I would be willing to do that. I would like to have some talking points so I'm not giving a conflicting message. Another suggestion would be to have a lobby day or a capitol day where members of the council actually go to the capitol and talk to various legislators about issues surrounding MTEC.

John Wittstruck: There is an orientation for newly elected legislators and senators and it might be good for MTEC to present its recommendations if it can get on that calendar.

David Heath: I agree with a group assault on the beachhead.

John Wittstruck: In many quarters of the state MTEC was not recognized. The State of Missouri's Workforce can be used as a product, a tool, to increase MTEC's visibility and its vision for the workforce investment system. We need more products to improve that visibility and with that will come increasing respect.

John Gaal: I came onto this board fairly recently and I struggled in figuring out what it is we're trying to accomplish. My understanding was one word: jobs. In trying to figure out the role of the council and what I should be doing here I have a hard time getting enthused and trying to participate in a positive vein and as I talk to some of the people here I hear some of that same sentiment.

David Mitchem: Your right it is all about jobs. I believe through best practices and innovation, raising the bar if you will for all Missourians, that Missouri can compete more effectively in the marketplace and generate more jobs. If we implement lean manufacturing techniques and focus on quality we will keep jobs in Missouri.

David Heath: Looking at the report on the State of Missouri's Workforce, I believe it really is all about jobs.

Ron Randen: I've made several presentations and one of the things I've found from personal experience is the documentation that we use is much too lengthy. I suggest we create a readers' digest version and make that presentation no more than 10 or 15 minutes and allow 5 minutes for questions. I think it will go over much better. Another thing that concerns me is, are we doing the presentations in a consistent manner. My recommendation to the Council is that somehow we come up with a video presentation to answer the questions. The presenters need to be trained around that video presentation.

David Heath: OK. Against my better judgment I'm going to take Mr. Randen's advice. The Boeing Company happens to have a television studio, so I'll go back and try to get them to fund a 10-15 minute pitch. I may request some help from some of you relative to what I say on that pitch and then I'll send a document out to you and decide if you want someone else to be the spokesperson that's fine with me.

Regional Supply and Demand Gap Analysis

David Peters

Mr. Peters reported that MERIC has been working since February to develop a model Supply and Demand Gap Analysis. In an effort to make the model realistic, data from the Southwest Workforce Investment Area is being utilized to populate the model. He pointed out recommendations 9 and 10 of the state of the workforce report regarding local workforce investment boards (WIB):

9) State agencies must work with Local Workforce Investment Boards to conduct regional supply/demand gap analyses to identify the needs of business and industry and identify targeted industries/occupations for each region of the state.

10) In collaboration with other organizations, Local Workforce Investment Boards must develop regional State of the Workforce Reports based, in part, on data from the supply/demand gap analyses. These reports must guide policy and operational decision-making, as well as resource allocation.

He pointed out that these recommendations are consistent with MTEC's focus on providing the WIBs with information useful for policy making and with the U.S. Department of Labor's initiative to enhance the utility of labor market information to state councils and local workforce investment boards.

Mr. Peters then explained the different elements that will be included in the supply and demand gap analyses.

The demand side of the equation includes: 1) industries that are driving the region's economy; 2) industries targeted for their economic impact; 3) Missouri's Blueprint for Prosperity industries; 4) US Dept. of Labor's nine high growth industries; and 5) growing and declining industries.

The supply side of the equation includes data from: 1) occupational skill set studies; 2) US Census Bureau; 3) self-sufficiency studies; and 4) unemployment insurance records system.

Education and training sources include: 1) the US Bureau of Labor Statistics' six Educational Attainment Clusters; 2) the eleven categories of significant postsecondary education and training; 3) MOICC information on training providers by area.

Local Employment Dynamics

Tim Smith

Tim Smith explained that Local Employment Dynamics is a cooperation venture between the US Census Bureau and twenty-nine selected states. The initiative combines census and unemployment insurance data to create value-added information for job seekers and businesses. He handed out and explained the use of the Local Employment Data Wheel. "At our website under the economic indicators tab there is a local employment dynamics tab. You will be able to get this data by Workforce Investment Board, county and metropolitan area. The data on the web will be updated quarterly."

Franciena King

The Missouri Economic Research and Information Center (MERIC) is becoming more responsive to our business employer customers and I've been traveling the state doing two things: 1) making sure people are aware of the work that MERIC does in terms of Labor Market and research; and 2) getting feedback on what we can do to improve the products and services we provide. I've passed out a brief survey that I would like for you to fill out and return to me today. I also want to inform you that I am available to come out to do a brief presentation on how to better utilize the data MERIC provides.

Performance Report

Nancy Headrick

Dr. Headrick showed a PowerPoint presentation highlighting the Department of Elementary and Secondary Educations' performance for FY 2003. Dr. Headrick pointed out the areas that Adult Education and Literacy (AEL) met or exceeded their goals and the areas where they fell short. She also discussed current projects such as: Project Ideal, GED Online, GED Connections and Workplace Essential Skills.

Perkins Accountability

Dr. Headrick talked about Perkins funds, which provides the money used for technical education programs. "When we did the presentation to the State Board one of the questions I thought they might have is how well our students who are in career technical education are doing on the MAP objectives. In most cases we are at the same percentage or very close to what the state average is. If there is an increase or decrease for the state totals the career tech students mirror the state."

Dr Headrick announced that the name of her division has been changed to the Division of Career Education. She discussed division activities implemented to help improve programs across the state. These activities included a new teacher mentoring program, continuation and development of the career clusters program and the Missouri Center for Career Education.

The performance of the adult education program plus the workforce advancement data from the Division of Workforce Development has netted the two divisions \$750,000 in incentive funding. The grant proposal we have submitted for spending these fund includes five activities. We will report to you further as these initiatives move forward.

System Performance ScoreCard

David Mitchem

The Education and Training committee did some minor modifications to the ScoreCard. We eliminated a number of operational measures, so what we have left are systemic measures. With your approval we will have MERIC begin to tabulate the information, develop historic trend lines and use a target date of the October meeting.

Ron Randen/made a motion to accept the ScoreCard format. – John Wittstruck/2nd – motion passed.

Apprenticeship Program

John Gaal/Jerald Pelker

John Gaal and Jerald Pelker made a presentation entitled “The Power of E³ and Construction” (education, employment and economic development). Jerry presented two short films, one discussing the advantages of working in construction and the other on a construction boot camp that is held once a summer for teachers and counselors. John pointed out the three major problems in getting young people to consider construction as a career.

1. How do you get young people to work outside in construction when they don’t even want to cut grass at their own house?
2. The parents say, “you want to do what!”
3. The educational system says, “construction worker, are you crazy?”

We first approached the issue of the students. Talking to a student in April of their senior year is too late. So we started looking at middle schools and then elementary informational programs. In addition, we have a number of programs set-up in vocational-technical high schools to take graduates into the apprenticeship programs at an advanced standing. Now we can go into high schools and say, “I know your parents want you to get a college degree but don’t they also want you to graduate college without being \$60,000 in debt?”

They next approached the counselors and teachers. For about the past six or seven years a number of the basic trades in St. Louis have been involved with construction boot camp. This one week boot camp is held each summer. The boot camp was created so teachers and counselors from surrounding school districts would experience what it would take to work in construction. It has been very successful.

John Gaal: Construction has been and will continue to be a huge engine from an economic development standpoint. It has living wage careers, health and welfare package and a pension. Most of our programs realize that lifelong learning is really the lifeblood of our future. We all have some form of night or weekend training which normally deals with journey level advancement. There are always new technologies and tools coming out. We have applied to the state as a certified provider of training and I think the carpenter’s in St. Louis might have been one of a very few that went through that certification. We have a wealth of data that’s important to researchers so more and more we’ve had organizations come to us for studies. We participate with advisory committees and that has been very good for forming relationships and trust.

However, we not only have to have free trade but fair trade. There has to be a level playing field when you’re dealing with countries like China. They are going to be a big player soon. We’ve all heard about the steel shortages, in fact we have a huge contractor in St. Louis that walked off the stadium project because of the spike in steel prices. His bid went up 1.3 million dollars from the time he submitted his bid to the time it was accepted and he couldn’t handle that. Next is cement. Concrete is in short supply due to China’s demand. We have to make sure we are a manufacturing country and protect our intellectual property rights as well. I really think if we don’t do something soon to build the nation’s skills, we’re going to be eating our own seed corn.

Education and Training Committee

John Gaal

The Education and Training Committee met in Jefferson City on April 30, 2004 and revised and tweaked the Education ScoreCard. Then we went to the NGA meeting in Columbus, Ohio and revised and tweaked it again. Then in the June meeting we took another stab at it. I think we are well on our way to a fine product.

Marketing and Communication

Jim Dickerson

We held a conference call meeting on June 16, 2004 and the following things were recommended. Our Committee would like to see MTEC develop an elevator speech regarding the State of Missouri’s Workforce report. A tool we could use if somebody said, “Hey, what’s that all about?” We also want to develop a press packet. The committee believes that we should go to the major publications and discuss our workforce report

and obtain their buy-in. We recommend an MTEC Brochure. We'd also like to see the development of some small marketing press releases mainly for the state's weekly newspapers. The committee also recommended something Ron has been referring to and that is to shorten the PowerPoint presentation so that we won't be trying to go through sixty slides. A training session will help members discuss what's behind the workforce report, why it's there, etc.

Program Coordination

Roger Baugher/Bill Treece

Roger Baugher: The planning staff at the Division of Workforce Development are both vigilant and diligent in looking at the state plan. They keep tabs on what needs to be changed and updated to the plan. While there was nothing critical this year, there was a change at the U.S. Department of Labor, particularly on the amount of funds that can be transferred between WIA programs. As we make that modification to Missouri's plan, there were a couple of other clean-ups. The MTEC Executive Committee has reviewed the changes and pre-blessed them to get the process moving forward.

Bill Treece: The Program Coordination Committee conducted a teleconference on May 27, 2004 and discussed this proposed plan modification. After reviewing the proposal, the committee is recommending that MTEC approve the modification. As Roger said the Executive Committee did approve this and so with that I'm making a motion that we approve this plan modification. Jim Dickerson 2nd. Motion approved.

Regarding the 2004 Governor's Workforce Development Conference, the Committee approved the changes to the excellence awards. There will be six award categories: excellence in leadership in economic development, excellence in innovation in economic development, excellence in leadership in employment, excellence in innovation in employment, excellence in leadership in education, excellence in innovation in education. I do want to mention that the committee voted to add one more award. For those of you who may be familiar with Harlan McGinnis, who passed away recently, we voted to approve the development of the Harlan "Mac" McGinnis Workforce Professional Award to begin this year. In memory of Mac one individual per year will be recognized for making significant contributions to the workforce profession.

Special Focus

Herb Johnson

The committee met to begin the process of implementing recommendation eleven of the state of the workforce report.

11. Missouri's workforce development system should strive to increase the labor force participation of those persons traditionally underserved by Missouri's labor market specifically persons of low-income, women, ex-offenders, at-risk youth, young minority males, and persons with disabilities. Missouri must initiate an interagency effort to integrate programs into a continuum of services, including mentoring, to support participation in skills-based training and/or employment retention programs.

We are not asking for action at this time. The Committee agreed to develop presentations for MTEC in order for us to be better informed exactly what supportive services are needed for poor working families, and why these services are important.

Strategic Planning Committee

Mary Moore Johnson

The Strategic Planning Committee has identified three main areas that we want to work on over the next several months. Our first priority is to assess results under the 2001 plan and update the strategic plan. Second the strategic planning will focus on obtaining endorsements of the state of the workforce report from private organizations in addition to public entities. Third, the committee is interested in improving MTEC's new membership orientation and training. We are also going to review the statutes to make sure we are in compliance. We welcome your participation as the committee does its work

WIB Committee

David Mitchem

The WIB Committee talked about the ScoreCard at the June 18th meeting. There were refinements to the Missouri Career Center portion of the ScoreCard. The MTEC packet includes the MERIC PowerPoint presentation that was provided to the WIB Committee. We talked in some detail about providing WIBs better and more complete information for decision-making. MERIC will provide supply and demand gap analyses for each WIB. The WIB chairs seem to be very interested in developing their own state of the workforce report based on the supply and demand gap analysis and other local information.

Performance Report

John Wittstruck

John Wittstruck pointed out the areas he thought would be informative. He started out by asking John Gaal if the MTEC Education and Training Committee could help operationalize item five on page three “increase the percentage of employer workforce needs that are met.” Perhaps E&T could help identify some useful measures about whether or not our system is improving its efforts to meet the employer workforce needs.

Page 4. One of the things on the MTEC agenda is the preparation of the future workforce. We need to talk about the preparation of our classroom teachers. Unfortunately, only 26% of our teacher education graduates took the recommended high school core curriculum. The other thing I’d like to point out is that approximately 32% of teacher education graduates received an ACT composite score of 22. Twenty-two is about in the middle. Our board has suggested that before being admitted to a teacher preparation program you ought to be at least in the top one-third of your high school graduating class.

Pages 8 & 9. Historically our department has awarded state student financial aid on the basis of those students that submit the pre-application by March 31. What is troubling to us and what we’re looking at very carefully is that 49% of our low-income students do not file FAFSA prior to April 1 and this shuts them out of our state scholarship programs. We’ve got to figure out a way that these low-income students are not jeopardized from receiving state student financial aid. One of the things we are doing is looking at restructuring our state student financial aid program to ensure that we are accomplishing the state’s goals.

Page 13. Not surprisingly 40% of the undergraduate enrollment in our community colleges are age 25 or over. Our policies are driven primarily around full-time undergraduate residential students that are between the ages of 18-22. Missouri’s policies and initiatives must ensure that everyone we have in school today at any level is as well educated and highly skilled as they can be. We’re not going to get the in-migration of skilled workforce that some states are having. So as a no-growth state we are going to have to make sure that every Missourian is well educated and highly skilled.

Page 18. Thirteen percent of the enrollments in state community colleges are African American compared to 84% white students. African Americans are our largest minority population. Graph 4B shows that the independent four-year institution doing a good job at providing access to beyond high school education for African Americans. Public 4-year institutions need to work on their percentage. Graph 4C shows that freshman to sophomore retention rates are 38% of African Americans compared to 53% of white students return for a second year at community colleges. We need to determine the cause, maybe a lack of financial aid.

Page 23 - 5B. I think there is evidence that we have got to grow future mathematicians and scientists to work in these highly technical areas related to life sciences. Many of the engineers educated at Rolla and MU Columbia are simply going back to their own country. We’re not keeping graduates in Missouri or the United States in

sufficient numbers. We've got to start exposing the children to the benefits of math and science careers starting early in elementary school.

Meeting adjourned.